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30498 7590 01/17/2007 ACCENTURE C/O VEDDER PRICE KAUFMAN & KAMMHOLZ, P.C. 222 NORTH LASALLE STREET CHICAGO, IL 60601			EXAMINER SHIN, KYUNG H	
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SHORTENED STATUTORY PERIOD OF RESPONSE			MAIL DATE	DELIVERY MODE
3 MONTHS			01/17/2007	PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

**Office Action Summary**

Application No.

09/817,917

Applicant(s)

MATHUR ET AL.

Examiner

Kyung H. Shin

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 12 October 2006.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1, 2, 6-21 and 25-33 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1, 2, 6-21, 25-33 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |  |   |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892)   | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                       | 5) <input type="checkbox"/> Notice of Informal Patent Application                       |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

## DETAILED ACTION

### ***Response to Amendment***

1. This action is responding to application papers dated 10/12/2006.
2. Claims 1, 2, 6-21, 25-33 are pending. Claims 1, 21, 27, 30 have been amended. Claims 3, 4, 5, 22, 23, 24 was canceled. Independent claims are 1, 9, 16, 21, 27, 28, 29, 30, and 33.

### ***Response to Arguments***

3. Applicant's arguments filed 10/12/06 have been fully considered but they are not persuasive.

- 3.1 Applicant argues that the referenced prior art does not disclose, "*... any teachings regarding contextual information comprising attributes of the at least one discrete component of data and relating to intended use of the at least one discrete component of data ...*". (see Remarks Page 11, Lines 8-9); "*... intended use of the enhanced data ...*". (see Remarks Page 15, Line 15); "*... contextual information . . . associated with the at least one domain and comprising attributes of the at least one discrete component of data relating to an intended use of the at least one discrete component of data ...*" (see Remarks Page 21, Lines 3-5); (see Remarks Page 22, Lines 2-4); (see Remarks Page 23, Lines 3-6).

The Schaffer prior art discloses a discrete (i.e. separate and singular) media content entity, which is combined to generate enhanced content. (see Schaffer col. 1, lines 28-31) Schaffer discloses the combined storage of

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enhanced content with media content. (see Schaffer col. 1, lines 28-31; col. 2, lines 50-52: enhanced content stored with media content) This is equivalent to Applicant's disclosure for information consisting of one discrete component of data.

In addition, the Schaffer prior art discloses contextual information or information having an established context to the media content. Each media item exists as a discrete component. And, Schaffer discloses the capability to group enhanced content by an area of interest (i.e. a domain). By definition, a domain is defined as a sphere of interest (i.e. a group), a collection or a grouping of entities (i.e. media). (1.<http://www.answers.com/domain&r=67>) The Schaffer prior art discloses that enhanced content is related to the media content and within a particular area of interest (i.e. or a domain). (see Schaffer col. 2, lines 60-67) The referenced prior art discloses this claim limitation.

- 3.2 Applicant argues that the referenced prior art does not disclose, “ ... *modifying enhanced data based on feedback data ...* “. (see Remarks Page 13, Lines 4-5); “ ... *sending feedback rules to the requestor ...* “. (see Remarks Page 17, Line 17); (see Remarks Page 18, Lines 8-9); “ ... *defining feedback rules from the enhanced content source to the requestor ...* “. (see Remarks Page 21, Lines 13-14)

The Schaffer and Bell prior art combination discloses the collection of feedback data. By definition, feedback is defined as the return of information

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about the result of an activity. (1.<http://www.answers.com/feedback&r=67>)

Schaffer and Bell prior art combination discloses the capability to receive feedback information (see Bell paragraph [0024], lines 5-7; paragraph [0185], lines 12-19: feedback data capability) and Schaffer discloses the capability to customize the combination and generation of enhanced content based on user profile information including the received feedback information. (see Schaffer col. 3, lines 4-8) In addition, the Bell prior art combination discloses the capability for the capture and providing of feedback. (see Bell paragraph [0031], lines 3-9; paragraph [0031], lines 11-13: capture and provide feedback) The Shaffer prior art can utilized this feedback in it processing of the content.

- 3.3 Applicant argues that the referenced prior art does not disclose, “ ... *digital identity act on behalf of the entity having the enhanced data not the requestor ...* “. (see Remarks Page 14, Lines 7-8); “ ... *a digital identity acting as a proxy for the entity ...* “. (see Remarks Page 14, Lines 9-10); “ ... *a digital identity (proxy) acting on behalf of an entity ...* “ (see Remarks Page 14, Lines 20-21);; “ ... *digital identity acting as a proxy for the entity ...* “ (see Remarks Page 15, Line 6); “ ... *a digital identity being operated by a party other than the party it represents ...* “ (see Remarks Page 16, Lines 2-3); “ ... *digital identity acting as a proxy for an entity ...* “ (see Remarks Page 22, Line 15);

The Schaffer and Slaughter prior art combination discloses the capability for the usage of proxy technology, which indicates a server system which acts as an

communications interface between a client and actual enhanced content server. (see Slaughter col. 27, lines 20-21; col. 74, lines 1-7; col. 74, lines 15-19: proxy (i.e. interface) capabilities) A proxy acts on behalf of another entity (i.e. either the requestor or sender). The referenced prior art discloses this claim limitation.

- 3.4 Applicant argues that the referenced prior art does not disclose, “ ... obviousness ... “. (see Remarks Page 16, Lines 6-7)

The rejection to each independent and dependent claim includes a citation from the referenced prior art that discloses the basis for the rejection. Each obviousness combination clearly indicates the claim limitation the combined reference prior art teaches. In addition, a cited passage from the referenced prior art clearly indicates the motivation for the obviousness combination. Each obviousness combination's disclosure is equivalent to the Applicant's claimed invention.

- 3.5 Applicant argues that the referenced prior art does not disclose, “ ... generating at least one decision parameter based on profile and preference information and using the at least one decision parameter to determine whether terms of a discovered service are acceptable ... “. (see Remarks Page 18, Lines 18-20); (see Remarks Page 22, Lines 18-20)

The Schaffer and Slaughter prior art combination discloses the discovery of services and the negotiation of services between a client and server. A capability credential details the attributes of the service. There are capabilities to discover the service. There are capabilities to negotiate to use the service. (see Slaughter col. 60, lines 29-36: service discovery; col. 59, lines 54-57; col. 60, lines 22-28; col. 60, lines 37-42: negotiate services) The referenced prior art discloses this claim limitation.

- 3.6 Applicant argues that the referenced prior art does not disclose, “ ... *determination of the acceptability of service terms ...* “. (see Remarks Page 19, Lines 8-9); “ ... *negotiating with the entity offering the at least one service ...* “. (see Remarks Page 20, Lines 1-2)

The Shaffer and Slaughter prior art combination disclose the capability to negotiate (i.e. determine acceptability of service terms) the rights for usage of a service with the entity providing the service. (see Slaughter col. 59, lines 54-57; col. 60, lines 22-28; col. 60, lines 37-42: negotiate services) This disclosure is equivalent to Applicant's invention. The referenced prior art discloses this claim limitation.

- 3.7 Applicant argues that the referenced prior art does not disclose, “ ... *accessing more than one media selection from a plurality of sources ...* “. (see Remarks Page 24, Lines 6-7)

The Shaffer prior art discloses the media selection coming from multiple sources. (see Schaffer col. 2, lines 59-62: access to a media content, a discrete component ; col. 2, lines 3-5; col. 2, lines 10-14: network connections for data transfers; col. 2, lines 49-58: multiple sources for media) The referenced prior art discloses this claim limitation.

- 3.8 The Examiner has considered the applicant's remarks concerning a system for the generation and management of enhanced content.

After an additional analysis of the applicant's invention, remarks, and a search of the available prior art, it was determined that the current set of prior art consisting of **Schaffer (6,411,949)** generating enhanced data, **Alexander (6,732,331)** providing content management, **Bell (20020120501)** providing feedback, **Gross (6,721,716)** providing real-time processing, and **Slaughter (6,970,869)** providing discovery services, discloses the applicant's invention including disclosures in Remarks dated October 12, 2006.

***Claim Rejections - 35 USC § 102***

4. **Claims 1, 6, 21** are rejected under 35 U.S.C. 102(e) as being anticipated by **Schaffer** (US Patent No. **6,411,949**).



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**Regarding Claim 1**, Schaffer discloses a method, computer-readable medium having computer-executable instructions of associating contextual information with discrete components of data, the method comprising:

- a) accessing at least one discrete component of data from at least one data source;  
(see Schaffer col. 2, lines 59-62: access to a media content, a discrete component ; col. 2, lines 3-5; col. 2, lines 10-14: network connections for data transfers ; col. 2, lines 50-52: enhanced content stored with media)
- b) associating said at least one discrete component of data with at least one domain; (Schaffer col. 2, lines 60-67: one or more groups, categories (i.e. domains, a sphere of interest), contextual information)

Schaffer discloses c) adding contextual information to said at least one discrete component of data to provide enhanced data, the contextual information being associated with the at least one domain and comprising attributes of the at least one discrete component of data relating to an intended use of at least one discrete component of data. (see Schaffer col. 1, lines 28-31: combine media content to achieve enhanced content based upon user profile; col. 2, lines 59-67: related (i.e. contextual) data)

**Regarding Claim 6**, Schaffer discloses the method of claim 1, further including:

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- a) associating said at least one discrete component of data with a second domain, (see Schaffer col. 2, lines 59-62; col. 2, lines 64-67: one or more groups, describe one or more different categories (i.e. domains))
- b) adding domain specific contextual information to said at least one discrete component of data to provide second enhanced data. (see Schaffer col. 1, lines 28-31: combine media content to achieve enhanced content based upon user profile ; col. 2, lines 60-67: enhanced content data related to some aspect of media (i.e. specific relation, domain, a sphere of interest))

**Regarding Claim 21**, Schaffer discloses a computer-readable medium having stored thereon a data structure comprising:

- a) at least one discrete component of data from at least one data source; (see Schaffer col. 2, lines 59-62: access to a media content, a discrete component ; col. 2, lines 3-5; col. 2, lines 10-14: network connections for data transfers)
- b) first contextual information comprising attributes of the at least one discrete component relating to another intended use of the at least one discrete component of data, wherein the first contextual information is associated with a first domain; (see Schaffer col. 2, lines 59-62; col. 2, lines 60-67: one or more groups, describe one or more different categories (i.e. domains, a sphere of interest))
- c) second contextual information comprising attributes of the at least one discrete component relating to another intended use of the at least one discrete

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component of data, wherein the second contextual information associated with a second domain different from the first domain; see Schaffer col. 2, lines 59-62; col. 2, lines 60-67: one or more groups, describe one or more different categories (i.e. domains, a sphere of interest))

### ***Claim Rejections - 35 USC § 103***

5. **Claims 2, 26, 27, 28, 33** are rejected under 35 U.S.C. 103(a) as being unpatentable over **Schaffer** (US Patent No. **6,411,949**) in view of **Alexander et al.** (US Patent No. **6,732,331**).

**Regarding Claim 2**, Alexander discloses the method of claim 1, further including: assigning access rights to the enhanced data. (see Alexander col. 4, lines 57-63: user access permissions (i.e. access rights) utilized)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable the capability to use access rights in the manipulation of enhanced content within a web based content management system as taught by Alexander. One of ordinary skill in the art would be motivated to employ Alexander in order to efficiently manipulate complex media content for within a web based environment. (see Alexander col. 2, lines 35-41: “ ... *organizing content augmenting conventional Web content ... Web page can be easily modified without writing custom data entry applications ... loading complex data based on a structured template ...* ”)

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**Regarding Claims 26**, Schaffer does not specifically disclose a computer-readable medium for software programs. However, Alexander discloses the computer readable medium (see Alexander col. 5, lines 47-50: software program computer readable medium) of claim 21, further including a data field defining usage and access rules. (see Alexander col. 4, lines 57-63: decision parameter, usage and access rules)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to utilize user access and authentication rules as taught by Alexander. One of ordinary skill in the art would be motivated to employ Alexander in order to efficiently manipulate complex media content for within a web based environment (see Alexander col. 2, lines 35-41).

**Regarding Claim 27**, Schaffer discloses the capability to process enhanced content data comprising:

- a) accessing at least one discrete component of data from at least one data source; (see Schaffer col. 2, lines 59-62: access to a media content item (i.e. a singular discrete component); col. 2, lines 3-5; col. 2, lines 10-14: network connections for data transfers)
- b) associating said at least one discrete component of data with at least one domain; (Schaffer col. 2, lines 60-67: one or more groups, categories (i.e. domains, a sphere of interest), contextual information)

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Schaffer discloses adding contextual information to said at least one discrete component of data to provide enhanced data, the contextual information being associated with the at least one domain and comprising attributes of the at least one discrete component of data relating to an intended use of at least one discrete component of data, and. (see Schaffer col. 1, lines 28-31: combine media content to achieve enhanced content based upon user profile; col. 2, lines 59-67: related (i.e. contextual) data)) Schaffer does not specifically disclose the usage of a computer-readable medium.

However, Alexander discloses:

- c) a computer-readable medium having computer-executable instructions for performing content management procedures. (see Alexander col. 5, lines 47-50: software program, computer readable medium)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable the usage of software programs on a computer readable medium as taught by Alexander. One of ordinary skill in the art would be motivated to employ Alexander in order to efficiently manipulate complex media content for within a web based environment. (see Alexander col. 2, lines 35-41)

**Regarding Claim 28,** Schaffer discloses the capability to process enhanced content data comprising:

- d) transmitting enhanced data from the enhanced content source to the requestor.  
(see Schaffer col. 2, lines 56-58: transfer enhanced content to user)

Schaffer does not specifically disclose the usage of a computer-readable medium.

However, Alexander discloses a computer-readable medium having computer-executable instructions for performing the steps comprising:

- a) receiving a request through at least one digital identity for enhanced data corresponding to an entity from a requestor, the enhanced data including contextual information added to at least one discrete component of data; (see Alexander col. 5, lines 47-50 ; col. 4, lines 19-23: software program (i.e. computer readable medium), request for data)
- b) using a digital identity acting as a proxy for the entity to compare an identification of the requestor to access rights; (see Alexander col. 4, lines 50-56: user identity authentication)
- c) transmitting from the digital identity to an enhanced content source an approval to release adding domain specific contextual information to said at least one discrete component of data to enhanced data; (see Alexander col. 5, lines 12-14: authentication enables access to enhanced content)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable usage of software programs on a computer readable medium utilizing user authentication within a content management system as taught by Alexander. One of ordinary skill in the art would be motivated to

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employ Alexander in order to efficiently manipulate complex media content for within a web based environment (see Alexander col. 2, lines 35-41).

**Regarding Claim 33**, Schaffer discloses a method of associating contextual information with discrete components of data, the method comprising:

- a) accessing at least one discrete component of data from each of a plurality of different data sources and different domains; (see Schaffer col. 2, lines 59-62: access to a media content, a discrete component ; col. 2, lines 3-5; col. 2, lines 10-14: network connections for data transfers)
- b) translating each of the discrete components of data from the different data sources to a common representation format; (see Schaffer col. 3, lines 4-8: customization of enhanced content)
- c) adding contextual information to the translated discrete components of data from the different data sources to produce enhanced data having a common format; (see Schaffer col. 1, lines 28-31: combine to generate enhanced content ; col. 2, lines 50-52: enhanced content stored with media)

And, Alexander discloses:

- d) wherein the contextual information is metadata that includes usage rules and access rights for the enhanced data from the different data sources. (see Alexander col. 2, lines 49-52; col. 2, lines 57-59: metadata utilized and processed by content management system)

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It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable the implementation of usage and access rules for the manipulation of enhanced content combined with contextual information or metadata as taught by Alexander. One of ordinary skill in the art would be motivated to employ Alexander in order to efficiently manipulate complex media content for within a web based environment. (see Alexander col. 2, lines 35-41)

6. **Claims 7** is rejected under 35 U.S.C. 103(a) as being unpatentable over **Schaffer** and further in view of **Bell et al.** (US PG PUB No. **20020120501**)

**Regarding Claim 7**, Schaffer discloses a content management system utilizing enhanced data. (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management system utilizing enhanced data) Schaffer does not specifically disclose the capability to process feedback information. However, Bell discloses the method of claim 1, further including:

- a) receiving feedback data from a user of the enhanced data; (see Bell paragraph [0024], lines 5-7; paragraph [0185], lines 12-19: feedback data processing capability for managed content)
- b) modifying the enhanced data to include the feedback data. (see Bell paragraph [0024], lines 5-7; paragraph [0185], lines 12-19: feedback data processing capability for managed content)



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It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to process feedback information within a content management system as taught by Bell. One of ordinary skill in the art would be motivated to employ Bell in order to enable effective, efficient marketing and distribution of content (see Bell paragraph [0004], lines 9-14: “... *identify potentially successful content ... monitor audience or consumer reaction ... tailor marketing and promotion ... based on such information ...*”; paragraph [0025], lines 12-16: “... *leverage the real-time distribution and information-gathering potential of the connected environment to allow more effective, efficient and profitable identification, financing, production, marketing and distribution of any form of content ...*”).

7. **Claim 8** is rejected under 35 U.S.C. 103(a) as being unpatentable over **Schaffer** and further in view of **Gross** (US Patent No. 6,721,716).

**Regarding Claim 8**, Schaffer does not explicitly disclose real-time processing of content. However, Gross discloses wherein the adding step is performed in real-time. (see Gross col. 1, lines 13-20; col. 2, lines 7-12: real-time content management system; col. 9, lines 28-42; col. 14, lines 28-32; col. 21, lines 22-27: real time processing of financial (i.e. billing) transactions; col. 10, lines 33-37; col. 14, lines 32-37: billing procedures with update capability)

It would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify Schaffer to incorporate steps performed for real-time

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content processing as taught by Gross. One of ordinary skill in the art would be motivated to modify Schaffer to employ the invention of Gross in order to enable immediately process customer direct financial transactions utilizing a secure and private connection. (see Gross col. 2, lines 45-50; col. 2, lines 55-60)

8. **Claims 9 - 13, 29, 32** are rejected under 35 U.S.C. 103(a) as being unpatentable over **Schaffer-Alexander** and further in view of **Slaughter et al.** (US Patent No. **6,970,869**).

**Regarding Claim 9**, Schaffer discloses a method of delivering enhanced data through at least one digital identity comprising:

- d) transmitting enhanced data from the enhanced content source to the requestor.  
(see Schaffer col. 2, lines 56-58: transfer enhanced content to user)

Schaffer does not specifically disclose a request and response procedure for management of enhanced content.

However, Alexander and Slaughter disclose:

- a) receiving a request through at least one digital identity for enhanced data corresponding to an entity from a requestor, the enhanced data including contextual information added to at least one discrete component of data; (see Alexander col. 4, lines 19-23: based on web server (i.e. digital identity), receive enhanced data request)

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- b) using a digital identity to compare an identification of the requestor to access rights; (see Alexander col. 4, lines 50-56: requestor (i.e. requesting client), access controls checked) and Slaughter disclose wherein acting as a proxy for the entity. (see Slaughter col. 27, lines 20-21; col. 74, lines 1-7; col. 74, lines 15-19: proxy interface capabilities)
- c) transmitting from the digital identity to an enhanced content source an approval to release enhanced data; (see Alexander col. 5, lines 12-14: determine that requestor is authorized, enhanced data released)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable manipulation of enhanced content utilizing request and response processing and a digital identity capability within a web based content management system as taught by Alexander, and to manage services available to client-server entities as taught by Slaughter. One of ordinary skill in the art would be motivated to employ Alexander in order to efficiently manipulate complex media content for within a web based environment (see Alexander col. 2, lines 35-41), and to employ Slaughter in order to utilized automated and dynamic communications and services, complex purchase mechanisms (see Slaughter col. 5, line 67 - col. 6, line 5).

**Regarding Claim 10**, Schaffer discloses the method of claim 9, further including:

comparing at the digital identity an intended use of the enhanced data to usage rules.

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(see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: usage rules (i.e. based on user profile, digital identity), applied to content data)

**Regarding Claim 11**, Schaffer discloses a content management system utilizing enhanced data. (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management system utilizing enhanced data) Schaffer does not specifically disclose the processing of available services by the content management system. However, Slaughter discloses the method of claim 9, wherein the digital identity is operated by a party other than the entity. (see Slaughter col. 8, lines 26-32; col. 9, lines 1-6: discovery and access for available services)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to manage services available to client-server entities as taught by Slaughter. One of ordinary skill in the art would be motivated to employ Slaughter in order to utilized automated and dynamic communications and services, complex purchase mechanisms. (see Slaughter col. 5, line 67 - col. 6, line 5)

**Regarding Claim 12**, Schaffer discloses the method of claim 9, wherein the digital identity is operated by the entity (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: user profile (i.e. digital identity) entity controls processing of enhanced content)

**Regarding Claim 13**, Schaffer discloses a content management system utilizing enhanced data. (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management

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system utilizing enhanced data) Schaffer does not specifically disclose the processing of transactions by the content management system. However, Slaughter discloses the method of claim 9, wherein the enhanced content source is operated by a party other than the entity. (see Slaughter col. 38, lines 12-14; col. 38, lines 48-52; col. 38, lines 63-64: transactions between multiple entities completed)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to manage and process transactions available to client-server entities as taught by Slaughter. One of ordinary skill in the art would be motivated to employ Slaughter in order to utilized automated and dynamic communications and services, complex purchase mechanisms. (see Slaughter col. 5, line 67 - col. 6, line 5)

**Regarding Claim 29,** Alexander discloses a computer-readable medium having computer-executable instructions for performing the steps comprising:

- d) generating at least one decision parameter based on profile and preference information; (see Schaffer col. 3, lines 4-8: decision parameter: user profile usage for content manipulation)

Schaffer does not specifically disclose available services management. However, Slaughter discloses:

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- a) discovering at least one service offered by at least one entity connected to at least one computer network; (see Slaughter col. 8, lines 26-32: available services processing)
- b) receiving content from said at least one entity that includes terms of said at least one service; (see Slaughter col. 8, lines 37-39: determine terms for available services)
- c) filtering the content to determine whether the content satisfies at least one predetermined rule (see Slaughter col. 37, lines 9-14: content filtering utilized)
- e) determining whether the terms of said at least one service are acceptable based on at least one decision parameter. (see Slaughter col. 8, lines 37-51; col. 9, lines 1-6: discover and negotiate terms of available services)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable available services management for client-server entities as taught by Slaughter. One of ordinary skill in the art would be motivated to employ Slaughter in order to enable a scalable distributed computing mechanism for security, process migration between network nodes within a network environment. (see Slaughter col. 5, line 67 - col. 6, line 5)

**Regarding Claim 32**, Schaffer discloses a content management system utilizing enhanced data (i.e. contextual information). (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management system utilizing enhanced data) Schaffer does not specifically disclose user authentication or transactions between

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entities. However, Alexander discloses wherein at least one of access rights information and usage rules to one entity is based on at least one of the access rights. (see Alexander col. 4, lines 57-63: user access rights and usage rules) And, Slaughter discloses wherein the method of claim 30, wherein at least one of access rights information and usage rules for transactions. (see Slaughter col. 38, lines 12-14; col. 38, lines 48-52; col. 38, lines 63-64: transactions processing between entities)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable user authentication and access rights as taught by Alexander, and to enable the capability for processing transactions as taught by Slaughter. One of ordinary skill in the art would be motivated to employ Alexander in order to efficiently manipulate complex media content for within a web based environment (see Alexander col. 2, lines 35-41), and to employ Slaughter in order to enable a scalable distributed computing mechanism for security, process migration between network nodes within a network environment (see Slaughter col. 5, line 67 - col. 6, line 5).

9. **Claims 14, 15** are rejected under 35 U.S.C. 103(a) as being unpatentable over **Schaffer-Alexander-Slaughter** as applied to claim 9 above, and further in view of **Bell et al.** (US PGPUB Application No. 20020120501).

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**Regarding Claim 14**, Schaffer and Alexander disclose a content management system utilizing enhanced data. Neither Schaffer nor Alexander specifically discloses the capability to process feedback information. However, Bell discloses the method of claim 9, further including: transmitting feedback rules from the enhanced content source to the requestor. (see Bell paragraph [0024], lines 5-7; paragraph [0185], lines 12-19: feedback data processing capability for managed content)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable manipulation of enhanced content within a content management system as taught by Alexander, and to process feedback information within the content management system as taught by Bell. One of ordinary skill in the art would be motivated to employ Alexander in order to efficient manipulate complex media content for within a web based environment (see Alexander col. 2, lines 35-41), and to employ Bell in order to enable effective, efficient marketing and distribution of content (see Bell paragraph [0004], lines 9-14; paragraph [0025], lines 12-16).

**Regarding Claim 15**, Alexander discloses a content management system utilizing enhanced data. Neither Schaffer nor Alexander specifically discloses the capability to process feedback information. However, Bell discloses the method of claim 14, wherein the feedback rules comprise an incentive for the requestor to provide feedback. (see Bell paragraph [0024], lines 5-7; paragraph [0185], lines 12-19: feedback data processing capability utilized)



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It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable manipulation of enhanced content within a content management system as taught by Alexander, and to process feedback information within the content management system as taught by Bell. One of ordinary skill in the art would be motivated to employ Alexander in order to efficient manipulate complex media content for within a web based environment (see Alexander col. 2, lines 35-41), and to employ Bell in order to enable effective, efficient marketing and distribution of content (see Bell paragraph [0004], lines 9-14; paragraph [0025], lines 12-16).

10. **Claims 16, 17, 18, 30, 31** are rejected under 35 U.S.C. 103(a) as being unpatentable over **Schaffer** in view of **Slaughter**.

**Regarding Claim 16**, Schaffer discloses a content management system utilizing enhanced data. (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management system utilizing enhanced data) However, Schaffer discloses a method of obtaining information, the method comprising:

- d) generating at least one decision parameter based on profile and preference information; (see Schaffer col. 3, lines 4-8: decision parameter: user profile usage for content manipulation)

Schaffer does not specifically disclose the discovery and processing of available services by the content management system. However, Slaughter discloses a method of obtaining information about services that may be of interest to a user, the method comprising:

- a) discovering at least one service offered by at least one entity connected to at least one computer network; (see Slaughter col. 8, lines 26-32: discover available services)
- b) receiving content from said at least one entity that includes terms of said at least one service; (see Slaughter col. 8, lines 37-39: receive terms for available services)
- c) filtering the content to determine whether the content satisfies at least one predetermined rule (see Slaughter col. 37, lines 9-14: content filtering (i.e. predetermined rules) utilized)
- e) determining whether the terms of said at least one service are acceptable based on at least one decision parameter. (see Slaughter col. 8, lines 37-39: determine terms of services offered)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable available services management for client-server entities as taught by Slaughter. One of ordinary skill in the art would be motivated to employ Slaughter in order to enable a scalable distributed computing mechanism for security, process migration between network nodes within a network environment. (see Slaughter col. 5, line 67 - col. 6, line 5)

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**Regarding Claim 17**, Schaffer discloses a content management system utilizing enhanced data. (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management system utilizing enhanced data) Schaffer does not specifically disclose the processing of available services by the content management system. However, Slaughter discloses the method of claim 16, wherein the discovering step is performed dynamically. (see Slaughter col. 8, lines 26-32: discover available services)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable discovery and processing of available services management for client-server entities as taught by Slaughter. One of ordinary skill in the art would be motivated to employ Slaughter in order to enable a scaleable distributed computing mechanism for security, process migration between network nodes within a network environment. (see Slaughter col. 5, line 67 - col. 6, line 5)

**Regarding Claim 18**, Schaffer discloses a content management system utilizing enhanced data. (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management system utilizing enhanced data) Schaffer does not specifically disclose processing of available services by the content management system. However, Slaughter discloses the method of claim 16, further including: negotiating with the at least one entity. (see Slaughter col. 8, lines 37-51: determine and negotiate available services)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable available services management for

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client-server entities as taught by Slaughter. One of ordinary skill in the art would be motivated to employ Slaughter in order to enable a scalable distributed computing mechanism for security, process migration between network nodes within a network environment. (see Slaughter col. 5, line 67 - col. 6, line 5)

**Regarding Claim 30**, Schaffer discloses a content management system utilizing enhanced data within multiple domains that creates enhanced data comprising: gathering, by a second entity, at least one discrete component of data from at least one data source; associating, by the second entity, the at least one discrete component of data with at least one domain; and adding, by the second entity, contextual information to said at least one discrete component of data to create enhanced data, the contextual information being associated with the at least one domain and comprising attributes of the at least one discrete component of data relating to an intended use of the at least one discrete component of data. (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management system utilizing enhanced data) Schaffer does not specifically disclose transactions between multiple entities. However, Slaughter discloses a method of creating enhanced data comprising: completing a transaction with a first entity by a second entity; completing a multiple transactions by the second entity. (see Slaughter col. 38, lines 12-14; col. 38, lines 48-52; col. 38, lines 63-64: transactions processing services between entities)

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It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable manipulation of enhanced content utilizing request and response processing as taught by Alexander, and to enable available services management for client-server entities as taught by Slaughter. One of ordinary skill in the art would be motivated to employ Slaughter in order to enable a scaleable distributed computing mechanism for security, process migration between network nodes within a network environment (see Slaughter col. 5, line 67 - col. 6, line 5).

**Regarding Claim 31**, Schaffer discloses a content management system utilizing enhanced data. (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management system utilizing enhanced data) Schaffer does not specifically disclose transaction processing services between multiple entities. However, Slaughter discloses the method of claim 30, further comprising: completing a transaction between at least one third party entity by the second entity based on a digital identity of the third party. (see Slaughter col. 38, lines 12-14; col. 38, lines 48-52; col. 38, lines 63-64: transactions processing between entities)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable transaction processing services between client-server entities as taught by Slaughter. One of ordinary skill in the art would be motivated to employ Slaughter in order to enable a scaleable distributed

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computing mechanism for security, process migration between network nodes within a network environment. (see Slaughter col. 5, line 67 - col. 6, line 5)

11. **Claims 19, 20** are rejected under 35 U.S.C. 103(a) as being unpatentable over **Schaffer-Slaughter** as applied to claim 16 above, and further in view of **Gross** (US Patent No. 6,721,716).

**Regarding Claim 19**, Schaffer discloses a content management system utilizing enhanced content. (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management system utilizing enhanced data) Schaffer does not specifically disclose financial (billing) information transferred from the user to purchase the content. However, Gross discloses financial (billing) information transferred from the user to complete a transaction. (see Gross col. 1, lines 13-20; col. 2, lines 7-12: real-time content management system; col. 10, lines 33-37; col. 14, lines 32-37: billing procedures with update capability) Customer information provided to complete transaction.

It would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify Schaffer to incorporate financial information transfers as taught in Gross. One of ordinary skill in the art would be motivated to modify Alexander to employ the invention of Gross in order to enable immediately process customer direct financial transactions utilizing a secure and private connection. (see Gross col. 2, lines 45-50; col. 2, lines 55-60)

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**Regarding Claim 20**, Schaffer discloses a content management system utilizing enhanced content. (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management system utilizing enhanced data) Schaffer does not specifically disclose monitoring financial (billing) transactions and updating personal information after financial (billing) transactions.

However, Gross discloses:

- a) monitoring a transaction involving the at least one service; (see Gross col. 1, lines 13-20; col. 2, lines 7-12: real-time content management system; col. 9, lines 28-42; col. 14, lines 28-32; col. 21, lines 22-27: real time processing of financial (i.e. billing) transactions)
- b) modifying the profile and preference information as a result of the monitoring step. (see Gross col. 1, lines 13-20; col. 2, lines 7-12: real-time content management system; col. 10, lines 33-37; col. 14, lines 32-37: billing procedures with update capability) Update customer information.

It would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify Schaffer incorporate monitoring of financial (i.e. billing) transactions and updating of personal information after financial transaction completion as taught in Gross. One of ordinary skill in the art would be motivated to modify Shaffer to employ the invention of Gross in order to enable immediately process customer direct financial transactions utilizing a secure and private connection. (see Gross col. 2, lines 45-50; col. 2, lines 55-60)

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12. **Claim 25** is rejected under 35 U.S.C. 103(a) as being unpatentable over **Schaffer-Alexander** and further in view of **Bell et al.** (US PG PUB Application No. 20020120501).

**Regarding Claim 25, Schaffer and Alexander** disclose a content management system with capabilities to manage enhanced data utilizing computer-readable medium.

Neither Schaffer nor Alexander specifically discloses the capability to process feedback information. However, Bell discloses the method of claim 21, further including a data field defining feedback rules. (see **Bell** paragraph [0024], lines 5-7; paragraph [0185], lines 12-19: feedback data processing capability for managed content)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable manipulation of enhanced content within a content management system utilizing a computer-readable medium as taught by Alexander, and to process feedback information within the content management system as taught by Bell. One of ordinary skill in the art would be motivated to employ Alexander in order to efficient manipulate complex media content for within a web based environment (see Alexander col. 2, lines 35-41), and to employ Bell in order to enable effective, efficient marketing and distribution of content (see Bell paragraph [0004], lines 9-14; paragraph [0025], lines 12-16).



***Conclusion***

**13. THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

**14.** Any inquiry concerning this communication or earlier communications from the examiner should be directed to Kyung H. Shin whose telephone number is (571) 272-3920. The examiner can normally be reached on 9:30 am - 6 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David A. Wiley can be reached on (571) 272-3923. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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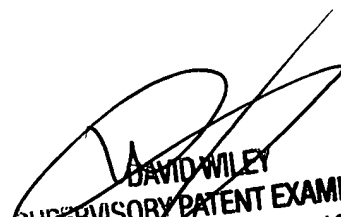
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**K H S**

Kyung H Shin  
Patent Examiner  
Art Unit 2143

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KHS  
January 7, 2007

  
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